



Tech Labari

*Building a next-gen media company to cover
the Africa tech ecosystem*

2025 Media Kit



Tech Labari is a digital news platform that covers the African technology ecosystem.

The platform covers various sectors including entrepreneurship, consumer tech, startups, data, funding, policy and future tech.



Our Content

Tech Labari publishes news stories, articles, data and analysis focusing on technology, social media and innovation in Africa.

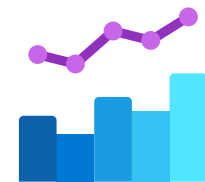
Our content format includes



**Written
Articles**



Podcasts



**Data
Analysis**



Newsletters

Our Target Audience



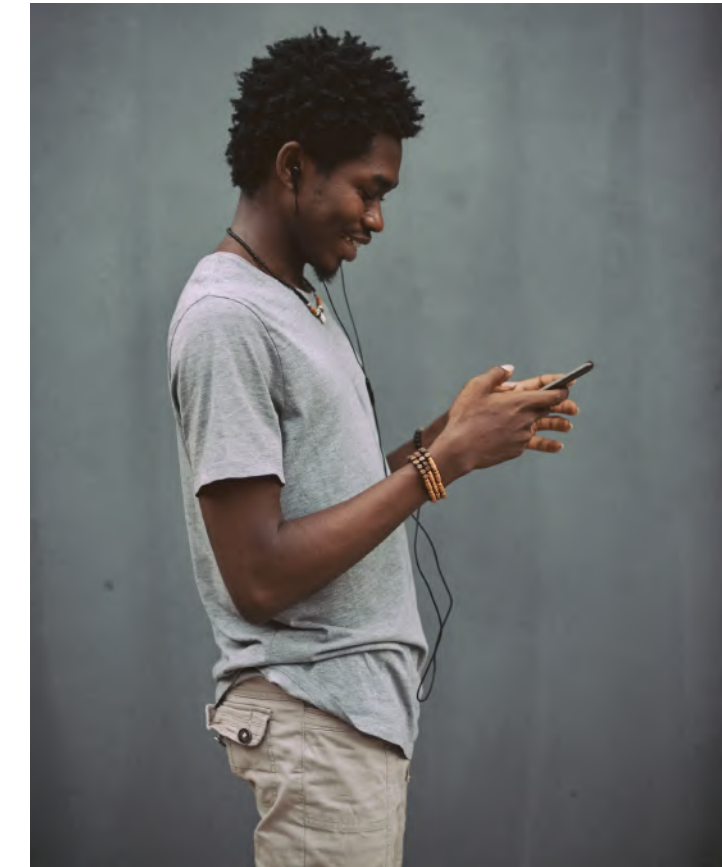
Tech Enthusiasts

Looking for general news and stories about tech in Africa



Business Execs

Looking for data and information about tech in Africa



Tech Consumers

Looking for latest gadgets and tech

Audience Data



14,000+
Monthly Page
Views



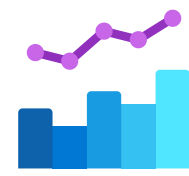
12,000+
Monthly Unique
visitors



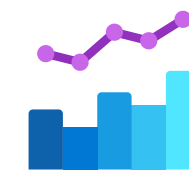
400+
Average daily
visitors

*As of July 2025

Social Media



3,700+
X Followers



1,700+
Instagram Followers



1,100+
Facebook Users



1,400+
Linkedin Following

6500+ Social Media Followers

*As of Jan 2026

Newsletter

Tech Labari has a weekly newsletter which gives an overview of tech stories during the week

Newsletter Data



950+

Subscribers



10%

Click Rate

Industry standard: 4%



27%

Open Rate

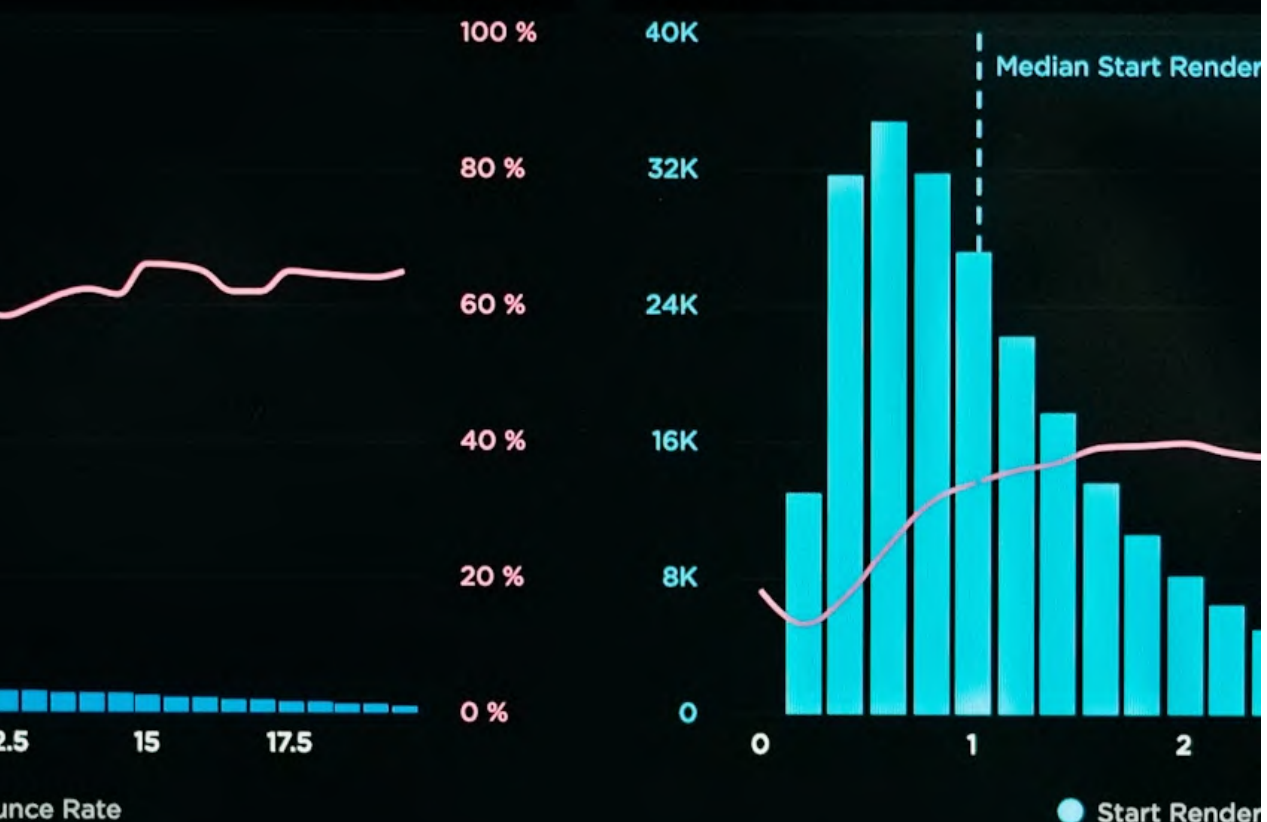
Industry standard: 22%

*As of Jan 2026

EDIAN

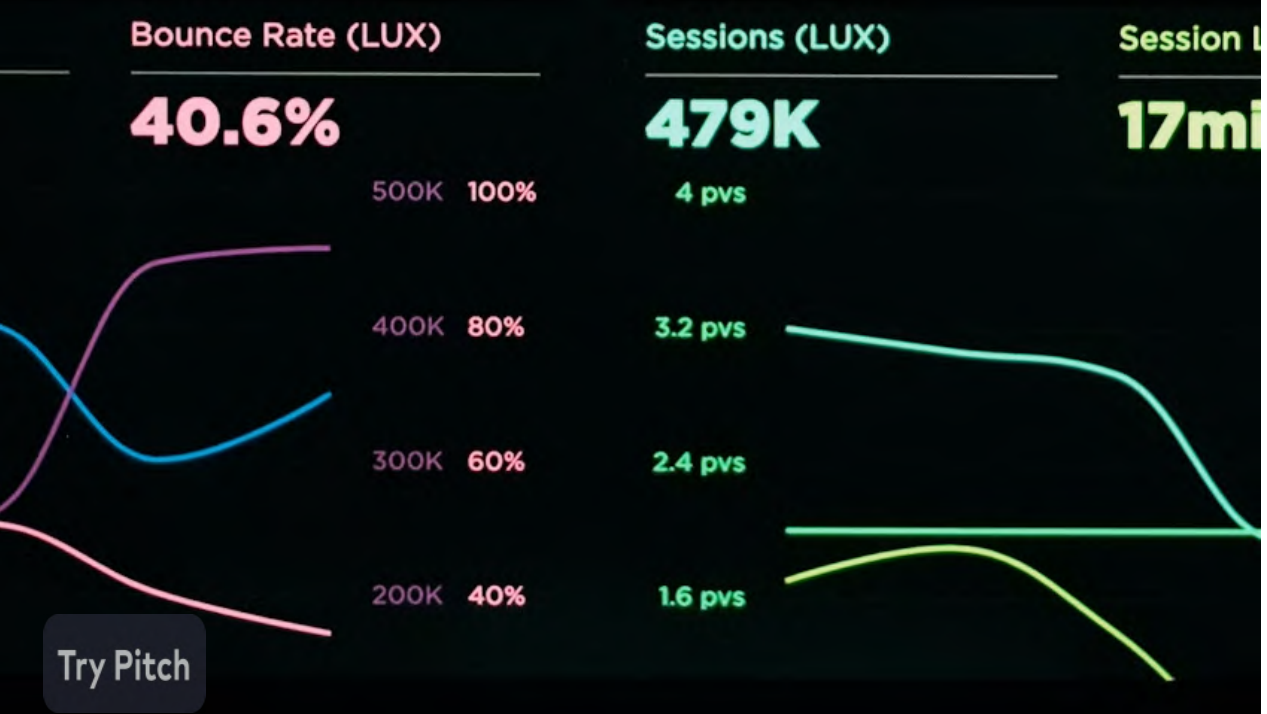
OPTIONS

START RENDER VS BOUNCE RATE



OPTIONS

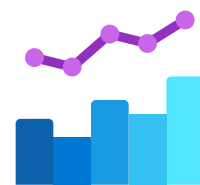
SESSIONS



Data - Labari Insights

Labari Insights is our data platform which gives users access to our internal database of tech startups and companies in the Ghana and Africa tech ecosystem

Our data includes:



500+
companies



Tech funding
information



Women
founders

Advertising Services



The image shows a screenshot of a website article. At the top, there is a navigation bar with a search icon, a toggle switch, and links for 'Features', 'News', 'Podcast', 'Insights', 'Nova Labs', 'Newsletter', and 'More'. Below the navigation bar is a large image of a desk with a laptop, a monitor, and a potted plant. The laptop screen displays a dashboard with charts and data. A blue banner at the bottom of the image contains the text 'PARTNER CONTENT'. Below the banner is the article title 'Brands Need to Meet Customers Where They are – In the Digital Sphere' in white text on a blue background. At the bottom left, there is a small profile picture and the text 'BY JOSEPH-ALBERT KUIIRE · MARCH 17, 2023 · 3 MINUTE READ'. At the bottom right, there is a Facebook icon and the text 'By Daniel Brocklebank, Head of Brand Strategy, Ad Dynamo by Aleph'.

Sponsored/Published Content

We work directly with brands/companies to create content promoting their brand/services on Tech Labari

Price: 950 GHC/\$90

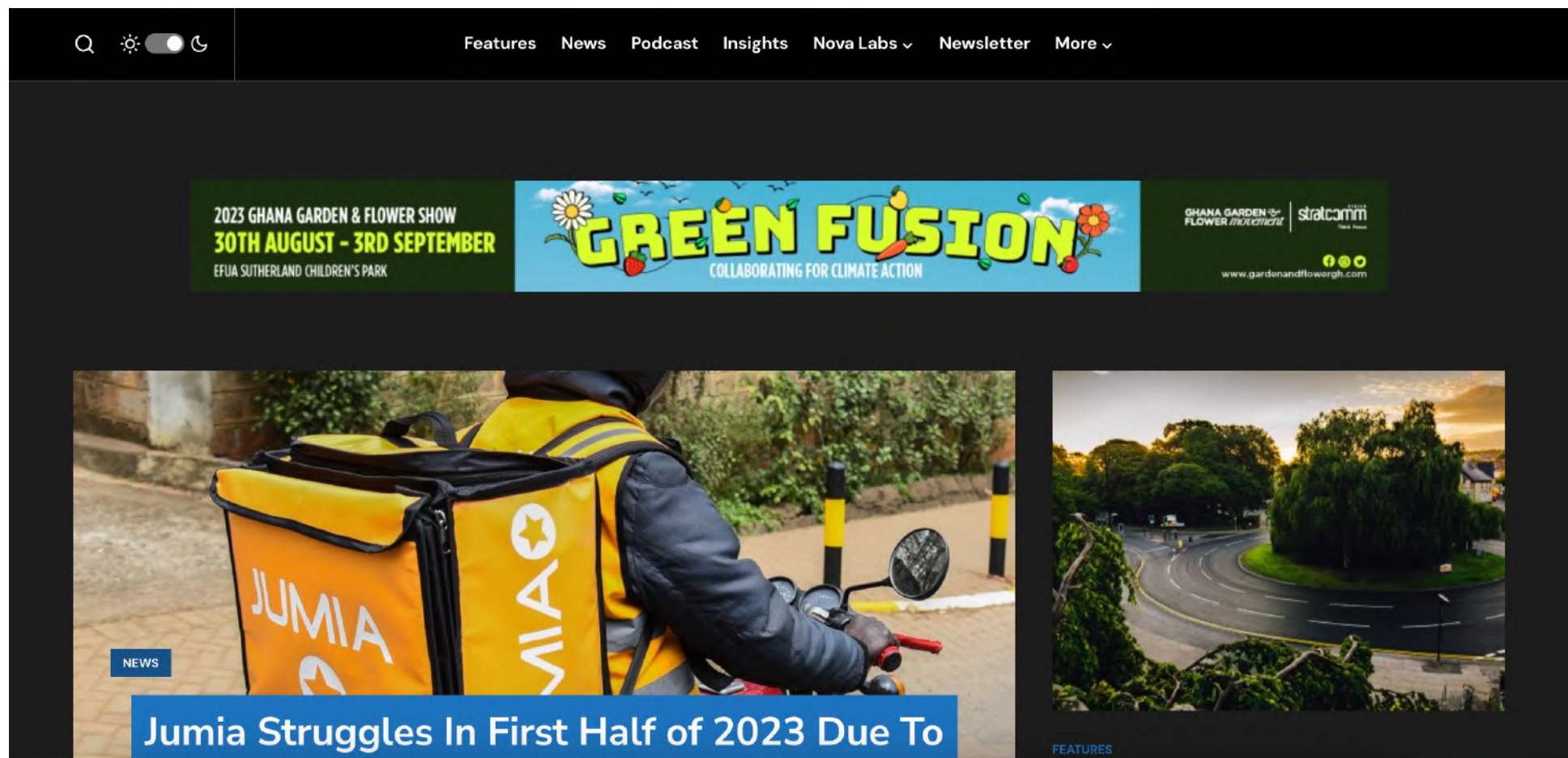
Products and Services

Display Ads

We place ads display in the form of banner ads on our website for visibility. All display ads have a link back to the brand/company website

Price:

- 600 GHC (Display placement for one week)
- 900 GHC (Display placement for two weeks)
- 2500 GHC (Placement for one month)





This week's newsletter is sponsored by mNotify, Ghana's most affordable customer engagement platform.



Did you know that 94% of all text messages are read within 3 minutes?

That means SMS and Voice SMS are a great medium for sending messages to your clients and customers because there's a 94% change of getting your messages read.

[mNotify](#) can definitely help in getting your messages across to your audience.

With companies like GTBank, Prudential Bank, UNICEF, Donewell Insurance, and SendWave among their clientele base, mNotify definitely gets the job done.

Newsletter Promotions

We give you space on our newsletter of 600+ subscribers to help promote your product or services

Price: 500 GHC/\$50 (One ad spot per edition)

Ad spot for MNotify

Partners and Event Coverage

Tech Labari has worked with brands and companies for event coverage and distribution of content on our platform. Some of the brands and companies we've covered and worked with include:

Google AI

SOCIAL
MEDIA
WEEK
ACCRA

SFAN

TECH IN GHANA

Uber

re:publica

KudiGo

MTN

seamless
PAYMENTS • E-COMMERCE • RETAIL

standard
chartered

paystack



Tech Labari

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